

# Helping with the Heavy Lifting

JELD-WEN



## Objective

JELD-WEN Windows and Doors is a power player in the building and homes industry with their strong brand and reliable, energy efficient products. In an effort to grow their strengths, JELD-WEN was in the market for a solution to help with the pain point of warehousing and operations of three of their internal programs: the JELD-WEN Brand Store, Technical Services and their Replacement Parts Program. A long-standing client relationship led them to The Sourcing Group in hopes for an answer.

## Strategy & Execution

As a business process outsourcer, TSG has a widespread network and strong abilities to easily streamline processes that may be harder for a client to take on themselves. In this specific scenario, we were able to craft the perfect solution for JELD-WEN.

TSG took over operations of all three programs to help alleviate the strain of having warehouse space and overhead that would normally have fallen on JELD-WEN. First, the extensive inventory was moved into new warehousing, allowing TSG to take on responsibilities including, but not limited to, inventory, kitting, fulfillment, shipping and logistics. Millions of dollars in revenue, over 2,000 SKUs and around 1,000 orders per month flow through the new and improved workflow. Customer service was also transferred to The Sourcing Group, where TSG representatives field calls and emails to help improve the customer experience. The Sourcing Group truly acts as an extension of the JELD-WEN Marketing and Sales departments.

In addition to inventory operations, TSG continues to work as a brand partner to help produce and maintain the robust offerings that JELD-WEN has in their brand experience. Promotional merchandise, including custom hats, can now be produced and imported in high volumes with ease.

## Results

As the three programs continue to function seamlessly for JELD-WEN, it has been opening doors to other opportunities to grow the partnership. TSG has since gained distribution over JELD-WEN corporate printed collateral, adding yet another process that has been streamlined for the client.

TSG and JELD-WEN constantly work together to find ways to improve the customer experience. Their webstore platform has launched into the early stages of re-evaluation between the partners, in order to produce a custom experience that will allow for higher volumes. A true success story in streamlining and scalability!